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FEDERAL COMMUNICATIONS COMMISSION
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March 1, 1999

Magalie Roman Salas, Esquire
Secretary
Federal Communications Commission
Room 222
445 12th Street, S.W.
Washington, DC 20554

Dear Ms. Salas,

Enclosed is an original and four copies of a Petition for Rule Making to amend the FM table of allotments for a new FM broadcast station for Fruitland, New Mexico.

Sincerely,



Victor A. Michael Jr.
President
Mountain West Broadcasting
6807 Foxglove Drive
Cheyenne, Wyoming 82009

307-778-9318

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Before the
FEDERAL COMMUNICATIONS COMMISSION
 Washington, DC 20554

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In the matter of:)

Amendment of Section 73.202 (b))

Table of Allotments)

FM Broadcast Stations)

(Fruitland, New Mexico)

RM-_____

PETITION FOR RULE MAKING

In this petition, Mountain West Broadcasting is hereby requesting to allot channel 300A (107.9 Mhz) to Fruitland, New Mexico as its first local FM allotment.

INTRODUCTION

1. This statement is a petition for rule making to allot FM channel 300A (107.9 Mhz) to Fruitland, New Mexico and add it to the Commission's FM table of allotments, 73.202. The following will show the need for an FM channel and the effects the allotment of Channel 300A to Fruitland will have.

DISCUSSION

2. Fruitland is located in Northwest New Mexico. It is also located within San Juan County, a county of some 91,605 persons. Fruitland has a population of 700 persons in accordance with the 1999 Rand McNally Road Atlas, which is based on 1990 census data.

3. The allotment of channel 300A to Fruitland will provide the first local broadcast facility to the community and/or the surrounding area. The closest FM allotment to Fruitland is located at Farmington, New Mexico. Farmington is located 16 kilometers from Fruitland. Fruitland, while not incorporated, has many retail businesses as it is located just off the congested highway 64 which leads to Farmington, New Mexico. Fruitland has also seen growth and is estimated to have a population of over 800 persons. It has a several businesses, and civic organizations.

4. Fruitland would greatly benefit from an FM allotment due to the fact there is no AM or FM broadcast facilities within 16 Kilometers of Fruitland. Because of this, it would have an outlet for local self expression. Health and safety for the community would be increased due to having a local communications outlet for warning the Fruitland area of emergency conditions caused by severe weather or other health hazards. It is obvious from the above spacing, that Fruitland is presently without local FM service.

5. Channel 300A can be allotted to Fruitland and meet all rules and requirements of the Commission. The instant proposal will not cause a change in the channel number or a deletion of any channel now appearing in the Commission's table of allotments 73.202.

	<u>Present</u>	<u>Proposed</u>
Fruitland, New Mexico	-----	300A

6. In accordance with 73.207 of the Commission's rules, "Minimum Distance Separations between Stations", all allotments on Channel 300A and the pertinent adjacent channels to 300A have been studied with the results listed in Figure 1 of this petition. The geographic coordinates used for the spacing

Study (N 36 - 44' - 18", W. 108 - 23' - 30") are that of a site located within the community of Fruitland. No site restriction of will be required to allot channel 300A to Fruitland. Many suitable transmitter sites are available to provide city grade coverage (3.16 mv/m or 70 dbu) to the entire community of Fruitland. These sites would also provide full minimum spacing requirements to other allotments.

CONCLUSION

7. It has been shown that Fruitland would benefit from the allotment of channel 300A. It has also been shown that channel 300A can be allotted to Fruitland and meet all rules regarding spacing from other stations. Considering these two facts, Mountain West Broadcasting hereby requests that the Federal Communications Commission institute a Rule Making proceeding to amend the Table of Allotments to include channel 300A for Fruitland, New Mexico, 73.202.

8. Should channel 300A be allotted to Fruitland, I certify that I will file an application for a Construction Permit to operate an FM station for Fruitland, New Mexico.

CERTIFICATION

9. I certify that I have prepared or directly supervised the preparation of this entire Petition for Rule Making, and that the facts contained within are true to the best of my knowledge, information and belief, accurate and true.

Dated: March 1, 1999

Respectfully submitted,



Victor A. Michael Jr.

President

Mountain West Broadcasting

6807 Foxglove Drive

Cheyenne, WY 82009

307-778-9318

MAPFM search of channel 300A6 (107.9 MHz), at N. 36 44 18, W. 108 23 30.

Searching Channel 300A6 (107.9 MHz):

CALL	CITY	ST	CHN	CL	S	DIST	SEPN	BRNG	CLEARANCE
ALC	Silverton	CO	297	C1	D	135.4	75.0	28.4°	60.4
ALC	Silverton	CO	297	C1	U	135.4	75.0	28.4°	60.4
NEW	Silverton	CO	297	C1	C	136.4	75.0	29.2°	61.4
K299AJ	Durango	CO	299	D	L	72.5	0.0	36.7°	72.5
ALC	Grand Junction	CO	300	C	U	259.0	226.0	356.9°	33.0
KBKL	Grand Junction	CO	300	C	L	260.2	226.0	353.1°	34.2
ALC	Albuquerque	NM	300	C	U	243.7	226.0	134.0°	17.7
K300AL	Flora Vista	NM	300	D	C	32.7	0.0	83.4°	32.7
KTEG	Albuquerque	NM	300	C	L	243.7	226.0	134.0°	17.7

FIGURE 1
FRUITLAND, NEW MEXICO
MOUNTAIN WEST BROADCASTING